

*There are now more than 1000 Exhibitors at both  
Global & SuperZoo...  
how to ensure Global is a success for you?*



*Make sure you are overloaded with orders after Global like this  
guy by participating in NexPet's National Convention Mini-Show  
at Global Pet Expo*

## **NexPet's 2017**

**National Convention & Manufacturer Mini-Show**

*Limited Competition/ Captive Audience*

*In Conjunction with Global Pet Expo 2017*

*Orlando, FL March 21<sup>st</sup> 2017*

*(Day before show opens, 2<sup>nd</sup> day of setup)*



**NexPet®**

A Group for  
Independent Pet Retailers

[www.nexpet.com](http://www.nexpet.com)

## *NexPet's 2017*

### **National Convention & Manufacturer Mini-Show**

*In conjunction with Global Pet Expo, Orlando, FL, March 21<sup>st</sup>, 2017*

- ❖ Day before the show in the same building as the show. No extra travel required and easy to set up and take down.
- ❖ We anticipate attendance of at least 150 "A" stores including many individuals who own chains of 2-28 stores. Limited competition as only NexPet vendors are invited to this event. Last time non-member regional chains (e.g. Hollywood Feed) were guests, hope to have more this time
- ❖ A great show to sell at and also to develop a closer one on one relationship with key NexPet retail members who are given fantastic incentives to visit each table at the mini-show

#### **How It Works:**

#### **NexPet Mini-Show Hours 3pm to 6pm**

- Set up one or more manned 6' display tables (or equivalents) by 2:45pm, Tuesday, March 21<sup>st</sup> at our mini-show on level 3 of the Orlando Convention Center. It's the day before the main show. It's a good idea to offer special, focused deals for NexPet members.
- Product/marketing materials can be brought upstairs from your booth at the main show by elevator if needed. Then you can bring it back that night (use your special Global/NexPet Floor pass for evening access).
- Retailer members will come by and you can take orders on the spot and make appointments to sell them more during the show
- Members have a \$300 incentive to keep all NexPet vendor appointments, plus a purchase incentive too!
- NexPet retail members will be fired up after attending productive & inspiring educational meetings & round-table programs.

*NexPet Retailer Group*

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